

**CURRICULUM**

**FOR THE TRADE OF**

**RETAIL SALES ASSOCIATE**

**UNDER**

**APPRENTICESHIP TRAINING SCHEME (ATS)**



**GOVERNMENT OF INDIA**  
**MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP**  
**DIRECTORATE GENERAL OF TRAINING**

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# **1. BACKGROUND**

## **1.1 Apprenticeship Training Scheme under Apprentice Act 1961**

The Apprentices Act, 1961 was enacted with the objective of regulating the programme of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. The Act makes it obligatory for employers in specified industries to engage apprentices in designated trades to impart Apprenticeship Training on the job in industry to school leavers and person having National Trade Certificate issued by National Council for Vocational Training (NCVT) to develop skilled manpower for the industry. There are four categories of apprentices namely; **trade apprentice, graduate, technician and technician (vocational) apprentices.**

Qualifications and period of apprenticeship training of **trade apprentices** vary from trade to trade. The apprenticeship training for trade apprentices consists of basic training followed by practical training. At the end of the training, the apprentices are required to appear in a trade test conducted by NCVT and those successful in the trade tests are awarded the National Apprenticeship Certificate.

The period of apprenticeship training for graduate (engineers), technician (diploma holders and technician (vocational) apprentices is one year. Certificates are awarded on completion of training by the Department of Education, Ministry of Human Resource Development.

## **1.2 Changes in Industrial Scenario**

Recently we have seen huge changes in the Indian industry. The Indian Industry registered an impressive growth during the last decade and half. The number of industries in India have increased manifold in the last fifteen years especially in services and manufacturing sectors. It has been realized that India would become a prosperous and a modern state by raising skill levels, including by engaging a larger proportion of

apprentices, will be critical to success; as will stronger collaboration between industry and the trainees to ensure the supply of skilled workforce and drive development through employment. Various initiatives to build up an adequate infrastructure for rapid industrialization and improve the industrial scenario in India have been taken.

### **1.3 Reformation**

The Apprentices Act, 1961 has been amended and brought into effect from 22<sup>nd</sup> December, 2014 to make it more responsive to industry and youth. Key amendments are as given below:

- Prescription of number of apprentices to be engaged at establishment level instead of trade-wise.
- Establishment can also engage apprentices in optional trades which are not designated, with the discretion of entry level qualification and syllabus.
- Scope has been extended also to non-engineering occupations.
- Establishments have been permitted to outsource basic training in an institute of their choice.
- The burden of compliance on industry has been reduced significantly.

## **2. RATIONALE**

### **Need for Apprenticeship in Retail trade**

The retail sector has been at the helm of India's growth story. The sector has evolved dramatically from traditional village fairs, street hawkers, local Mom & Pop stores to magnificent malls, online retail - growing from strength to strength by providing an OMNlchannel shopping experience.

Retail is one of the largest contributor in terms of revenue, GDP and employment. It is a "People Intensive" industry providing an unparalleled interactive experience, and the Retail sales person is instrumental in offering this experience. Therefore, it is imperative that the Retail Sales person:

1. Acquires knowledge of products and services to be sold at the store
2. Acquires knowledge of processes, policies and regulations with respect to store operations
3. Is able to demonstrate products and help customers choose right products
4. Is able to provide specialist support to customers thereby facilitating purchases
5. Is able to monitor and solve customer concerns thereby improving customer relationship
6. Is able to provide personalized post-sales service support
7. Is able to create a positive image of self and organization in the customers mind
8. Has the ability to use latest tools & equipment and is aware of the latest advancements
9. Is able to communicate and behave in a professional manner when dealing with customers, team members and superiors
10. Is able to maximize sale of goods and services
11. Is able to process credit applications for purchases

### **3. JOB ROLE: REFERENCE NCO**

A Retail Sales Associate is vital to delivering customer service that offers a distinctive shopping experience and drives sales results. He/she interacts with customers by giving specialized service and product demonstrations to maximise business in a retail environment whilst striving for continuous improvements in levels of services rendered.

He/she has to be knowledgeable about the products and services to be offered to customers, maximise sale of goods, process credit applications for purchases, maintain health safety and security. Demonstrate products to customers, help customers choose right products, resolve customer queries and concerns, provide specialist support to customers and also personalised sales and post-sales support. He/she has to create a positive image of self and organization in the customers mind, organize delivery of reliable service, promote continuous improvement in customer service and work effectively in the team as well as the organization.

Reference NCO: NCO-2015/5249.0301

#### **4. GENERAL INFORMATION**

1. **Name of the Trade** : Retail Sales Associate
2. **Duration of Apprenticeship Training  
(Basic Training & Practical Training)** : 14 months
3. **Duration of Basic Training** : 2 months (320 hours)
4. **Duration of Practical Training  
(On-the- job Training)** : 12 months
5. **Entry Qualification** : Passed 10th class
6. **Rebate** : Trainees who are certified in “Retail Trainee Associate” job role under PMKVY: 2 months Basic Training
7. **Selection of Apprentices** : The apprentices will be selected as per the guidelines specified in the Apprenticeship Act amended time to time.
7. **Rebate for ITI passed trainees** : N.A.

*Note: Industry may impart training as per above time schedule, however this is not fixed. The industry may adjust the duration of training considering the fact that all the components under the syllabus must be covered. However, the flexibility should be given keeping in view that no safety aspect is compromised and duration of industry training to be remain as 1 year*

## 5. COURSE STRUCTURE

<b>Time (in months)</b>	<b>2 months</b>	<b>12 months</b>
<b>Basic Training (Block I)</b>	<b>Block- I</b>	<b>-----</b>
<b>Apprenticeship Training (On-the-job training) (Block II)</b>	<b>----</b>	<b>Block-II</b>

<b>Components of Training</b>	<b>Duration of Training in Months</b>													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
<b>Basic Training (Block I)</b>														
<b>Apprenticeship Training (Block II)</b>														



## 6. SYLLABUS

### 6.1 BASIC TRAINING – RETAIL TRAINEE ASSOCIATE BLOCK I DURATION: 2 MONTHS (320 HOURS)

#### GENERAL INFORMATION

1. **Name of Trade** : Retail Trainee Associate
2. **Hours of Instruction** : 280 Hrs. + 40 Hrs. = 320 Hrs.
3. **Batch size** : 20
4. **Space Norms** : Lab size 200 sq.ft.  
: Classroom size 300 sq.ft.
5. **Examination** : The examination/ assessment will  
be held on completion of each block
6. **Instructor Qualification** : Trainer pre-requisites for Retail Trainee  
Associate

<b>Minimum Educational Qualifications &amp; Experience</b>	12 <sup>th</sup> pass with 4 years <u>OR</u> Retail Diploma/Graduate with 2 years experience in Retail Store Operations or Sales or Retail Training
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7. **Tools, Equipment & Machinery required:** As per Annexure - I

## **6.2 DETAILED SYLLABUS – RETAIL TRAINEE ASSOCIATE**

### **BLOCK - I**

This program is aimed at training candidates for the job of a “Retail Trainee Associate”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learner.

<b>Basic Training</b>	<b>Retail Trainee Associate</b>
<b>Pre-requisites to Training</b>	10 <sup>th</sup> Pass
<b>Training Outcomes</b>	<b>After completing this programme, participants will be able to:</b> <ul style="list-style-type: none"><li>• Display stock to promote sales</li><li>• Plan and prepare visual merchandising displays</li><li>• Dress visual merchandising displays</li><li>• Dismantle and store visual merchandising displays</li><li>• Prepare products for sale</li><li>• Promote loyalty schemes to customers</li><li>• Keep the store secure</li><li>• Maintain health and safety</li><li>• Keep the store clean and hygienic</li><li>• Provide information and advice to customers</li><li>• Create a positive image of self &amp; organisation in the customers mind</li><li>• Work affectively in your team</li></ul>

Sr. No	Key Learning Outcomes
1.	<b>To display stock to promote sales</b>
	<ul style="list-style-type: none"> <li>• Explain set up displays as per health, safety and environmental standards</li> <li>• Understand Store procedures for display requirements for stock, space, position of the display &amp; dates</li> <li>• Understand Legal or Statutory requirements for displays</li> <li>• Understand cleaning and storing materials and equipment used in displays and getting rid of waste safely</li> <li>• Understand labelling of materials and equipment efficiently and effectively</li> </ul>
2.	<b>To plan and prepare visual merchandising displays</b>
	<ul style="list-style-type: none"> <li>• Explain role of displays in marketing, promotional and sales campaigns and activities.</li> <li>• Explain importance and content of the design brief.</li> <li>• Understand about design brief to identify what is needed for the display.</li> <li>• Understand company policies for visual design.</li> <li>• Understand role of displays in marketing, promotional and sales campaigns and activities.</li> <li>• Understand use of design brief to identify what is needed for the display.</li> <li>• Explain factors considered for consulting merchandiser or buyer for merchandise and props.</li> <li>• Explain delivery of merchandise and monitor the progress of deliveries.</li> <li>• Understand stock record updation to account for merchandise on display.</li> <li>• Explain different approaches to designing displays for different types of merchandise, and why these are effective.</li> <li>• Evaluate the potential places to put the display as per the design brief.</li> <li>• Explain how Light, colour, texture, shape and dimension combine to achieve the effects.</li> <li>• Assess the potential of places for displays to meet the design brief.</li> </ul>
3.	<b>To dress visual merchandising displays</b>
	<ul style="list-style-type: none"> <li>• Describe creation and use of focal points within a display.</li> <li>• Understand how to put together merchandising displays for use inside the store.</li> <li>• Explain dressing of mannequins, busts and other props.</li> <li>• Understand display of different types of merchandise.</li> </ul>

Sr. No	Key Learning Outcomes
	<ul style="list-style-type: none"> <li>• Explain use of different types, directions and levels of light to create atmosphere.</li> <li>• Describe about add-on sales, how to achieve and why this is important</li> <li>• Explain importance of awareness of trends and how to install creative displays accordingly</li> <li>• Describe different approaches to displaying merchandise and choosing the best approach.</li> <li>• Describe props, prototypes, dressings and fixtures for creating visual effects.</li> <li>• Understand health and safety guidelines for displays.</li> <li>• Lighting window displays and who in your store is responsible for installing lighting.</li> <li>• Explain legal requirements which apply to pricing and ticketing and the company's visual design and merchandising policies.</li> <li>• Explain process of evaluating the visual effect of displays.</li> <li>• Describe dressing techniques for different types of merchandise.</li> <li>• Different purposes of displays and their use in visual merchandising.</li> <li>• Understand how to choose and combine dimension, shape, colour, texture and lighting to create the visual effect needed from a display.</li> </ul>
4.	<p><b>To dismantle and store visual merchandising displays</b></p>
	<ul style="list-style-type: none"> <li>• Explain dismantling of displays safely.</li> <li>• Identifying unwanted materials and how to get rid of them safely.</li> <li>• Identifying safe and approved cleaning materials and equipment to use.</li> <li>• Understand how much storage space is needed.</li> <li>• Explain requirements for protective packaging and security measures.</li> <li>• Explain accurate labelling of items.</li> <li>• Explain dangers and risks to health, safety and security in relation to storage facilities and stored items.</li> <li>• Understand reporting of dangers and risks to the concerned.</li> <li>• Define techniques for cleaning display sites and parts safely and thoroughly.</li> </ul>
5.	<p><b>To prepare products for sale</b></p>
	<ul style="list-style-type: none"> <li>• Knowledge of products to be prepared for sale</li> <li>• Explain how to work safely when putting products together for sale.</li> <li>• Explain ways to check that products have been correctly put together and are safe to display.</li> <li>• Understand company quality standards for products on display.</li> <li>• Understand how to check the condition of products on display.</li> <li>• Explain ways of dealing with products that are damaged.</li> </ul>

Sr. No	Key Learning Outcomes
	<ul style="list-style-type: none"> <li>• Understand tools to be used to put products together.</li> <li>• Explain ways if getting rid of unwanted packaging and waste</li> </ul>
6.	<p><b>To promote loyalty schemes to customers</b></p>
	<ul style="list-style-type: none"> <li>• Explain features and benefits of the company's loyalty scheme.</li> <li>• Explain importance of loyalty schemes in achieving the company's commercial aims.</li> <li>• Explain ways of gaining customer's attention and interest in loyalty schemes</li> <li>• Explain ways of dealing with frequently raised questions and objections in relation to the scheme.</li> <li>• Understand the documentation aspects of membership application form</li> <li>• Understand financial benefit accrued by a customer through loyalty schemes</li> </ul>
7.	<p><b>To keep the store secure</b></p>
	<ul style="list-style-type: none"> <li>• Explain importance workplace security.</li> <li>• Explain types of security risk you need to be alert for, including: shoplifting, theft by staff, aggressive customers, vandalism, terrorist activity.</li> <li>• Identifying security risks and ways tackling these risks.</li> <li>• Process of reporting security risks promptly and accurately.</li> <li>• Describe activation of all the loss prevention and security devices.</li> <li>• Describe process of securing all the security alarms</li> </ul>
8.	<p><b>To maintain health and safety</b></p>
	<ul style="list-style-type: none"> <li>• Explain types of accident and emergency in stores and why they happen.</li> <li>• Understand how to get help in the event of an accident or emergency.</li> <li>• Describe actions that can be safely and usefully taken while waiting for help to arrive.</li> <li>• Explain health and safety risks that can arise in a store environment.</li> <li>• Explain company procedures and legal requirements for reducing health and safety risks as far as possible while you work.</li> <li>• Understand health and safety procedures.</li> <li>• Understand the need and importance of safety equipment</li> <li>• Describe company guidelines for not lifting more than safe loads.</li> <li>• Explain company guidelines and manufacturers' instructions for using lifting and handling equipment.</li> <li>• Describe approved techniques for safe handling and lifting.</li> <li>• Describe approved procedures for using safety equipment.</li> </ul>

Sr. No	Key Learning Outcomes
9.	<b>To keep the store clean and hygienic</b>
	<ul style="list-style-type: none"> <li>• Explain health and safety risks posed by spillages.</li> <li>• Explain ways of cleaning up spillages promptly.</li> <li>• Understanding procedures laid by Health Regulations when carrying out routine cleaning and when dealing with spillages.</li> <li>• Describe company standards for clean work surfaces.</li> <li>• Describe importance of keeping work areas free of waste and litter, including health and safety reasons.</li> <li>• Explain safe methods for getting rid of waste and litter.</li> <li>• Understand storage of equipment and putting equipment away promptly after use.</li> <li>• Effective cleaning practices and techniques for keeping your hair, skin and nails clean enough for the work you do.</li> <li>• Describe techniques for reducing the risk of spillages.</li> <li>• Equipment usage and how to check it is safe to use</li> </ul>
10.	<b>To provide information and advice to customers</b>
	<ul style="list-style-type: none"> <li>• Identifying the customer's needs for information and advice.</li> <li>• Explain importance of keeping customer loyalty and confidence.</li> <li>• Company policy on customer service and how this applies to giving information and advice to customers.</li> <li>• Explain techniques for managing angry customers.</li> <li>• Responsibility for sorting out complaints.</li> <li>• Escalation for problems you cannot resolve</li> <li>• Assessing complaints and deciding what action to take.</li> <li>• Keeping customer loyalty and confidence when dealing with complaints.</li> <li>• Rights of the customer and the trader, including legal rights and duties under relevant laws.</li> <li>• Company policy on customer service and how this applies to dealing with complaints.</li> <li>• Relevant information about the products and services you sell</li> </ul>
11.	<b>To create a positive image of self &amp; organization in the customers mind</b>
	<ul style="list-style-type: none"> <li>• Organisation's standards for appearance and behaviour.</li> <li>• Organisation's guidelines for how to recognise what your customer wants and respond appropriately.</li> <li>• Organisation's rules and procedures regarding the methods of communication you use.</li> <li>• Recognising when a customer is angry or confused.</li> </ul>

<b>Sr. No</b>	<b>Key Learning Outcomes</b>
	<ul style="list-style-type: none"> <li>• Organisation's standards for timeliness in responding to customer questions and requests for information.</li> </ul>
12	<b>To work effectively in your team</b>
	<ul style="list-style-type: none"> <li>• The policies and procedures relating to the job role.</li> <li>• The value system of the organisation.</li> <li>• Employee rights and obligations.</li> <li>• The reporting hierarchy and escalation matrix.</li> <li>• Use of language and concepts appropriate to cultural differences.</li> <li>• Usage and interpretation of non-verbal communication.</li> <li>• The scope of information or materials required within the parameters of the job role.</li> <li>• Consequences of poor team participation on job outcomes.</li> <li>• Work health and safety requirements</li> </ul>
	<b>Assessment / Examination</b>

### 6.3 EMPLOYABILITY AND ENTREPRENEURSHIP SKILLS MODEL CURRICULUM

<b>Program Name</b>	<b>Employability and Entrepreneurship Skills</b>		
<b>Qualification Pack Name &amp;</b>	ALL		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	
<b>Pre-requisites to Training</b>	NA		
<b>Training Outcomes</b>	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Identify personal strengths and value systems: safe work habits, achievement motivation, time management, anger management, stress management.</li> <li>• Recall important tenets of digital literacy: fundamentals of computer terminology, parts of a computer and a keyboard, main applications of MS Office.</li> <li>• <b>Discuss the essentials of matters pertaining to money:</b> saving money, bank accounts, types of costs, investment options, insurance products, taxes.</li> <li>• <b>Prepare for employment and self-employment:</b> preparing for an interview, effective resume writing, basic workplace terminology.</li> <li>• <b>Illustrate the basics of entrepreneurship and identify new business opportunities:</b> effective leadership, effective speaking, effective listening, problem solving, business opportunities, types of entrepreneurs, entrepreneurial process and ecosystem, resilient entrepreneurs</li> </ul>		



Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Introduction</b></p> <p><b>Theory Duration</b> (hh:mm) 00:30</p> <p><b>Practical Duration</b> (hh:mm) 00:00</p>	<ul style="list-style-type: none"> <li>• Recognize the importance of general discipline in the class room (dos and don'ts)</li> <li>• List expectations from the program</li> <li>• Outline the objectives of the program</li> </ul>	Laptop, white board, marker, projector
2	<p><b>Personal Strengths and Value Systems</b></p> <p><b>Theory Duration</b> (hh:mm) 04:00</p> <p><b>Practical Duration</b> (hh:mm) 04:00</p>	<ul style="list-style-type: none"> <li>• Identify common health issues and tips to prevent them</li> <li>• Discuss critical safety habits to be followed by employees</li> <li>• Understand motivation with the help of Maslow's Hierarchy of Needs</li> <li>• List the characteristics of entrepreneurs with achievement motivation</li> <li>• Discuss how to maintain a positive attitude</li> <li>• Discuss the role of attitude in self- analysis</li> <li>• List your strengths and weaknesses</li> </ul>	Workbook exercises on health standards, Laptop, activity on strengths and weaknesses, white board, marker, projector

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>• Describe the importance of honesty in entrepreneurs</li> <li>• List the characteristics of highly creative and innovative people</li> <li>• Discuss the benefits of time management</li> <li>• List the traits of effective time managers</li> <li>• Apply effective time management techniques</li> <li>• Apply tips for anger management and stress management</li> </ul>	
3	<p><b>Digital Literacy: A Recap</b></p> <p><b>Theory Duration</b> (hh:mm) 01:00</p> <p><b>Practical Duration</b> (hh:mm) 03:00</p>	<ul style="list-style-type: none"> <li>• Identify the basic parts of a computer and keyboard</li> <li>• Recall basic computer terminology</li> <li>• Identify the functions of basic computer keys</li> <li>• Discuss the main applications of MS Office</li> <li>• Discuss the benefits of Microsoft Outlook</li> <li>• Identify the different types of e-commerce</li> <li>• Explain the benefits of e-commerce for retailers and customers</li> <li>• Discuss how the Digital India campaign will help boost e-commerce in India</li> </ul>	<p>Laptop, white board, marker, projector, CPU, Monitor, keyboard, mouse, MS Office software, E-Wallet soft wares such as PayTM, SBI buddy etc.</p>

Sr. No	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>• Describe how you will sell a product or service on an e-commerce platform</li> <li>• Elaborate on the need for digital transactions</li> <li>• Identify the modes of digital transactions</li> <li>• Explain the uses of digital transactions</li> </ul>	
4	<p><b>Money Matters</b></p> <p><b>Theory Duration</b> (hh:m m) 06:00</p> <p><b>Practical Duration</b> (hh:m m) 02:00</p>	<ul style="list-style-type: none"> <li>• Recognize the importance and benefits of saving money</li> <li>• Discuss the main types of bank accounts</li> <li>• Illustrate the process of opening a bank account</li> <li>• Differentiate between fixed and variable costs</li> <li>• Describe the main types of investment options</li> <li>• Identify the different types of insurance products and types of taxes</li> <li>• Discuss the uses of online banking</li> <li>• Describe the main types of electronic funds transfers</li> </ul>	<p>Laptop, white board, marker, projector, Passport, Driving License, Voter ID card, PAN card, Aadhaar card, sample KYC document, bank opening form (can be downloaded from the Internet)</p>

Sr. No	Module	Key Learning Outcomes	Equipment Required
5	<p><b>Preparing for Employment and Self-Employment</b></p> <p><b>Theory Duration</b> (hh:m m) 02:00</p> <p><b>Practical Duration</b></p>	<ul style="list-style-type: none"> <li>• Follow the steps to prepare for an interview</li> <li>• Create an effective Resume</li> <li>• Identify the most frequently asked interview questions</li> </ul>	<p>Laptop, white board, marker, projector, sample CVs, Mock interviews, role plays, role play briefs, FAQs, quiz on basic workplace technologies.</p>
6	<p><b>Entrepreneurship Theory</b></p> <p><b>Duration</b> (hh:mm) 04:30</p> <p><b>Practical Duration</b> (hh:mm) 09:00</p>	<ul style="list-style-type: none"> <li>• Discuss the concept and significance of entrepreneurship and the characteristics of an entrepreneur</li> <li>• List the qualities of an effective leader and the benefits of effective leadership</li> <li>• List the traits of an effective team</li> <li>• Apply techniques of effective listening</li> <li>• Apply techniques of effective speaking</li> <li>• Solve problems by identifying important problem solving traits</li> <li>• Discuss how to identify new business opportunities within your business</li> <li>• Describe the different types of entrepreneurs</li> </ul>	

Sr. No	Module	Key Learning Outcomes	Equipment Required
	<p><b>Entrepreneurs hip Theory</b></p> <p><b>Duration</b> (hh:mm) 04:30</p> <p><b>Practical Duration</b> (hh:m m) 09:00</p>	<ul style="list-style-type: none"> <li>• State the characteristics of entrepreneurs</li> <li>• Recall entrepreneur success stories</li> <li>• Discuss how to answer the most frequently asked interview questions</li> <li>• Identify basic workplace terminology</li> <li>• Follow the entrepreneurial process and explain the entrepreneurship ecosystem</li> <li>• Recognize the purpose of the Make in India campaign</li> <li>• Identify key schemes to promote entrepreneurs</li> <li>• Define the relationship between entrepreneurship and risk appetite and entrepreneurship and resilience</li> <li>• Discuss the characteristics of a resilient entrepreneur Identify techniques of dealing effectively with failure</li> </ul>	<p>Laptop, white board, marker, projector, SWOT activity: pen and paper individual exercise, charts, coloured pens, Group Activity: poster making on entrepreneurship ecosystem. Activity: SMART Goal writing</p>

Sr. No	Module	Key Learning Outcomes	Equipment Required
	<b>Total Duration</b>  <b>Theory Duration 18:00</b>  <b>Practical Duration 22:00</b>	<b>Unique Equipment Required:</b> Laptop, white board, marker, projector	

Grand Total Course Duration: **40 Hours, 0 Minutes**

## **6.4 APPRENTICESHIP TRAINING (ON-THE-JOB TRAINING)**

### **(BLOCK II)**

#### **DURATION: 12 MONTHS**

1. **Name of Trade** : Retail Sales Associate
2. **Duration of On-Job Training** : 12 Months
3. **Entry Qualification** : Passed 10<sup>th</sup> class
4. **Examination** : NCVT exam will be conducted at the end of Apprenticeship Training
5. **Selection of Apprentices** : The apprentices will be selected as per the guidelines specified in the Apprenticeship Act amended time to time.

**6.5 BROAD SKILL COMPONENT TO BE COVERED DURING ON-THE-JOB TRAINING**

<b>DURATION : 12 MONTHS (52 WEEKS)</b>	
<b>SL NO</b>	<b>LIST OF PRACTICAL SKILLS TO BE COVERED DURING ON JOB TRAINING</b>
1	<p><b>Create a positive image of self &amp; organisation in the customer's mind</b></p> <ul style="list-style-type: none"> <li>• Grooming standards as per company policy</li> <li>• Effective oral &amp; written communication</li> <li>• Display courteous behavior with internal team and customers</li> </ul>
2	<p><b>Demonstrate processes involved in:</b></p> <ul style="list-style-type: none"> <li>• Pre-Store Opening</li> <li>• Store Opening</li> <li>• Store Closing</li> </ul>
3	<p><b>Display stock to promote sales</b></p> <ul style="list-style-type: none"> <li>• Identify need for the display in relation to stock, space, position of the display and dates.</li> <li>• Check that the display area is the right size and report any concerns promptly.</li> <li>• Gather the materials, equipment and stock you need for the display and check that they are clean, safe and in good working order.</li> <li>• Follow company procedures for clearing, cleaning and preparing the display area before use.</li> <li>• Check that the display has the levels of stock you need.</li> <li>• Clean and store equipment and excess materials; get rid of waste safely, correctly and promptly.</li> <li>• Set up and dismantle the display safely, in line with plans and within the time allowed.</li> </ul>
4	<p><b>Prepare products for sale</b></p> <ul style="list-style-type: none"> <li>• Check that all expected items and parts of the product are in the package.</li> <li>• Gather the tools you need for putting products together.</li> <li>• Use safe work methods and follow manufacturers' instructions when putting products together.</li> </ul>



	<ul style="list-style-type: none"> <li>• Check that products have been assembled correctly and can be used safely.</li> <li>• Promptly remove damaged products from display and follow company procedures for dealing with them</li> </ul>
5	<p><b>Plan and prepare visual merchandising displays</b></p> <ul style="list-style-type: none"> <li>• Identify the equipment, materials, merchandise and props needed to create and install the display and the dates for completing it.</li> <li>• Create new and effective ways of improving the visual effect, within limits of design brief, company's visual design policies and authority</li> </ul>
6	<p><b>Dress visual merchandising displays</b></p> <ul style="list-style-type: none"> <li>• Use the design brief to identify the focal points of the display.</li> <li>• Create displays that achieve the visual effect you need and are consistent with the company's visual design policy.</li> <li>• Position merchandise, graphics and signs in ways that promote sales.</li> <li>• Check that the finished display meets health and safety guidelines and legal requirements.</li> </ul>
7	<p><b>Dismantle and store visual merchandising displays</b></p> <ul style="list-style-type: none"> <li>• Dismantle displays safely.</li> <li>• Clean display sites and parts using safe and approved cleaning materials and equipment.</li> <li>• Keep accurate and up-to-date records of items in storage.</li> <li>• Check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them</li> </ul>
8	<p><b>Promote loyalty schemes to customers</b></p> <ul style="list-style-type: none"> <li>• Take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining.</li> <li>• Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme.</li> <li>• Respond positively to any questions or objections that the customer raises.</li> <li>• Fill in the membership application accurately with the customer, using the information they provide.</li> <li>• Give the customer proof of their membership.</li> </ul>
9	<p><b>Process credit applications for purchases</b></p> <ul style="list-style-type: none"> <li>• Clearly explain to the customer the features and conditions of credit facilities.</li> <li>• Accurately fill in the documents needed to allow the customer to get credit.</li> <li>• Successfully carry out the necessary credit checks and authorisation procedures.</li> <li>• Successfully process credit applications</li> </ul>

	<b>Demonstrate products to customers</b>
10	<ul style="list-style-type: none"> <li>• Prepare the demonstration area and check that it can be used safely.</li> <li>• Identify the equipment and products needed to give the demonstration</li> <li>• Explain the demonstration clearly and accurately to the customer covering all features and benefits</li> <li>• Present the demonstration in a logical sequence of steps and stages.</li> <li>• Clear away the equipment and products at the end of the demonstration and connect with the customer</li> </ul>
11	<b>Help customers choose right products</b>
	<ul style="list-style-type: none"> <li>• Explain product features and benefits to customers</li> <li>• Compare products in ways that help customers choose the product that best meets their needs.</li> <li>• Check customers' responses to your explanations, and confirm their interest in the product.</li> <li>• Identify suitable opportunities to tell the customer about associated or additional products</li> <li>• Handle objections and questions in a way that promotes sales and keeps the customer's confidence.</li> <li>• Clearly explain to the customer where to pay for their purchases.</li> </ul>
12	<b>Provide specialist support to customers facilitating purchases</b>
	<ul style="list-style-type: none"> <li>• Explain clearly and accurately the features and benefits of products and relate these to the customer's needs and interest.</li> <li>• Promote the products that give the best match between the customer's needs and the store's need to make sales.</li> <li>• Demonstrate products using effective demonstration techniques if the customer seeks demonstration</li> <li>• Offer customers the opportunity to use the product themselves, where appropriate.</li> <li>• Give the customer enough chance to ask questions about the products or services you are demonstrating to them to spend</li> </ul>
13	<b>Maximise sales of goods &amp; services</b>
	<ul style="list-style-type: none"> <li>• Tell customers about promotions clearly and in a persuasive way.</li> <li>• Identify and take the most effective actions for converting promotional sales into regular future sales.</li> <li>• Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.</li> <li>• Record clearly and accurately the results of promotions</li> </ul>
14	<b>Provide personalised sales &amp; post-sales service support</b>

	<ul style="list-style-type: none"> <li>• Before starting a consultation, check that the work area is clean and tidy and that all the equipment you need is to hand</li> <li>• Explain clearly to the client the features and benefits of the products or services you are recommending and relate these to the client's individual needs.</li> <li>• Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.</li> <li>• Make recommendations to the client in a confident and polite way and without pressurising them.</li> <li>• Record client information accurately and store it in the right places in your company's system</li> </ul>
15	<p><b>Resolve customer concerns and improve customer relationship</b></p> <ul style="list-style-type: none"> <li>• Identify the options for resolving a customer service problem.</li> <li>• Work out the advantages and disadvantages of each option for your customer and your organisation.</li> <li>• Pick the best option for your customer and your organisation.</li> <li>• Discuss and agree the options for solving the problem with your customer.</li> <li>• Take action to implement the option agreed with your customer.</li> <li>• Keep your customer fully informed about what is happening to resolve problem.</li> <li>• Check with your customer to make sure the problem has been resolved to their satisfaction.</li> <li>• Give clear reasons to your customer when the problem has not been resolved to their satisfaction.</li> </ul>
16	<p><b>Organise the delivery of reliable service</b></p> <ul style="list-style-type: none"> <li>• Plan, prepare and organise everything needed to deliver services or products to different types of customers.</li> <li>• Respond appropriately to your customers when they make comments about the products or services you are offering.</li> <li>• Record and store customer service information accurately following organisational guidelines.</li> </ul>
17	<p><b>Promote continuous improvement in service</b></p> <ul style="list-style-type: none"> <li>• Gather feedback from customers that will help to identify opportunities for customer service improvement.</li> <li>• Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes</li> </ul>

18	<b>Keep the store secure and maintain healthy and safety</b>
	<ul style="list-style-type: none"><li>• Demonstrate approved procedures and techniques for protecting personal safety when security risks arise</li><li>• Demonstrate necessary safety procedures while dealing with accidents and emergencies</li><li>• Recognise when evacuation procedures have been started and following company procedures for evacuation.</li><li>• Use equipment and materials in line with the manufacturer's instructions.</li></ul>

## **7. ASSESSMENT STANDARD**

### **7.1 Assessment Guideline:**

Appropriate arrangements should be made to ensure that there will be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking assessment. Due consideration to be given while assessing for team work, avoidance/reduction of scrape/wastage and disposal of scarp/wastage as per procedure, behavioral attitude and regularity in training.

The following marking pattern to be adopted while assessing:

**a)** Weightage in the range of 60-75% to be allotted during assessment under following performance level:

For this grade, the candidate with occasional guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of an acceptable standard of craftsmanship.

In this work there is evidence of:

- good skill levels in the use of hand tools, machine tools and workshop equipment
- many tolerances while undertaking different work are in line with those demanded by the component/job.
- a fairly good level of neatness and consistency in the finish
- occasional support in completing the project/job.

**b)** Weightage in the range of above 75%- 90% to be allotted during assessment under following performance level:

For this grade, the candidate, with little guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of a reasonable standard of craftsmanship.

In this work there is evidence of:

- good skill levels in the use of hand tools, machine tools and workshop equipment
- The majority of tolerances while undertaking different work are in line with those demanded by the component/job.

- a good level of neatness and consistency in the finish
- little support in completing the project/job

**c)**Weightage in the range of above 90% to be allotted during assessment under following performance level:

For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for safety procedures and practices, have produced work which demonstrates attainment of a high standard of craftsmanship.

In this work there is evidence of:

- high skill levels in the use of hand tools, machine tools and workshop equipment
- Tolerances while undertaking different work being substantially in line with those demanded by the component/job.
- A high level of neatness and consistency in the finish.
- Minimal or no support in completing the project

**7.2 FINAL ASSESSMENT- All India trade test**  
**(SUMMATIVE ASSESSMENT)**

SUBJECTS	Marks	Internal assessment based on competency	Full Marks	Pass Marks	Duration of Exam.
Practical					
Trade Theory					
Employability Skill					
<b>Grand Total</b>					

Note: - The candidate pass in each subject conducted under all India trade test.

## **FURTHER LEARNING PATHWAYS**

On successful completion of this course, the candidates shall be gainfully employed in the following industries:

- Retail Store Operations
- FMCG
- E-tail
- Self – employment (Retail Business)



## ANNEXURE – 1

### Tools & Equipment for Basic Training

Equipment Name	Minimum number of Equipment required (per batch of 30 trainees)	Unit Type	Is this a mandatory Equipment to be available at the Training Center (Yes/No)	Dimension/Specification/ Description of the Equipment
Display Racks (Gondola)	3	Piece	Yes	To display different type of product categories
Display/Boards/ Standees- Different Types	5	Piece	Yes	Signages
Calculator	1	Piece	Yes	12 digit display
Stock Almirah	1	Piece	Yes	To stock merchandise
Point of Sale (POS) Terminal	1	Piece	Yes	To transact with customers
Electronic Data Capture (EDC) Terminal	1	Piece	Yes	To accept debit/credit card transactions
Bar Code Scanner	1	Piece	Yes	To scan merchandise
Dummy Products With Barcode	30	Piece	Yes	Any merchandise ranging from daily utilities, consumables, grocery, apparels
VM elements	15	Piece	Yes	Different types of VM elements with quantity : like 1. Shelf Strips, 2. Danglers, 3. Price Tags, 4. Product specs, 5. Offer standee/ banner
Shopping Basket	1	Piece	Yes	To carry purchased merchandise
Dummy Fire Extinguishers	1	Piece	Yes	For orientation in emergencies

## ANNEXURE – II

### Tools & Equipment for On-the-Job Training

Equipment Name	Minimum number of Equipment required (per batch of 30 trainees)	Unit Type	Is this a mandatory Equipment to be available at the Training Center (Yes/No)	Dimension/Specification/ Description of the Equipment
Display Racks (Gondola)	3	Piece	Yes	To display different type of product categories
Display/Boards/ Standees- Different Types	5	Piece	Yes	Signages
Calculator	1	Piece	Yes	12 digit display
Stock Almirah	1	Piece	Yes	To stock merchandise
Point of Sale (POS) Terminal	1	Piece	Yes	To transact with customers
Electronic Data Capture (EDC) Terminal	1	Piece	Yes	To accept debit/credit card transactions
Bar Code Scanner	1	Piece	Yes	To scan merchandise
Dummy Products With Barcode	30	Piece	Yes	Any merchandise ranging from daily utilities, consumables, grocery, apparels
VM elements	15	Piece	Yes	Different types of VM elements with quantity : like 1. Shelf Strips, 2. Dangers, 3. Price Tags, 4. Product specs, 5. Offer standee/ banner
Shopping Basket	1	Piece	Yes	To carry purchased merchandise
Dummy Fire Extinguishers	1	Piece	Yes	For orientation in emergencies

## **ANNEXURE III**

### **INFRASTRUCTURE FOR APPRENTICESHIP TRAINING**

#### **TRADE: RETAIL SALES ASSOCIATE**

##### **For a Batch of 20 APPRENTICES**

Actual training will depend on the existing facilities available in the establishments. However, the industry should ensure that the broad skills defined against Apprenticeship Training part (i.e. 12 months) are imparted.

## **ANNEXURE IV**

### **GUIDELINES FOR INSTRUCTORS AND PAPER SETTERS**

Due care to be taken for proper & inclusive training delivery in the batch.

1. Some of the following method of delivery may be adopted:

A) LECTURE

B) LESSON

B) DEMONSTRATION

C) PRACTICAL

D) DISCUSSION WITH PEER GROUP

E) PROJECT WORK

F) STORE VISIT

2. Maximum utilization of latest form of training viz., audio visual aids, integration of IT, etc. may be adopted.

3. The total hours to be devoted against each topic may be decided with due diligence to safety & with prioritizing transfer of required skills.